Exterior Lamp Box

ADD BEAUTY TO OUTDOOR LIGHTING

BETTER LOOKING, BETTER LIGHTING From Line Material's Complete Line. You can add an esthetic touch to your lighting design by choosing the L-M line. You get subtle beauty, styled by the noted industrial designer, Jean Reinecke. You add just the right touch to accent or contrast your architectural scheme. And you have the additional freedom of color choice, eight lively colors and natural aluminum.

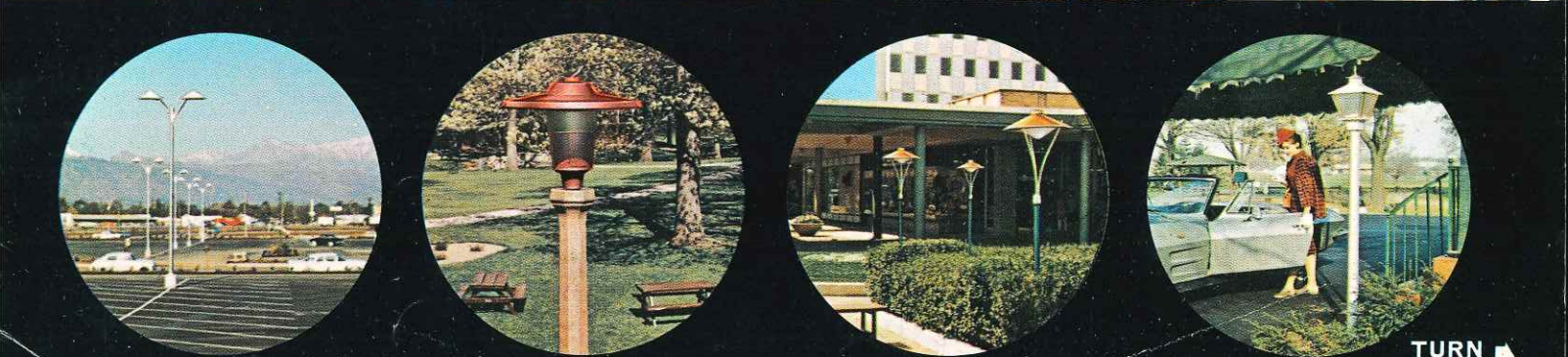
Get the benefit of beauty from L-M's complete outdoor lighting. The beauty of styling and the beauty of color offer you more value in each fixture—an extra measure of value from L-M.

VALUE EQUALS BENEFITS OVER COST

VBC

An Extra Measure of Value

LINE MATERIAL INDUSTRIES, McGRAW-EDISON COMPANY, MILWAUKEE 1, WISCONSIN

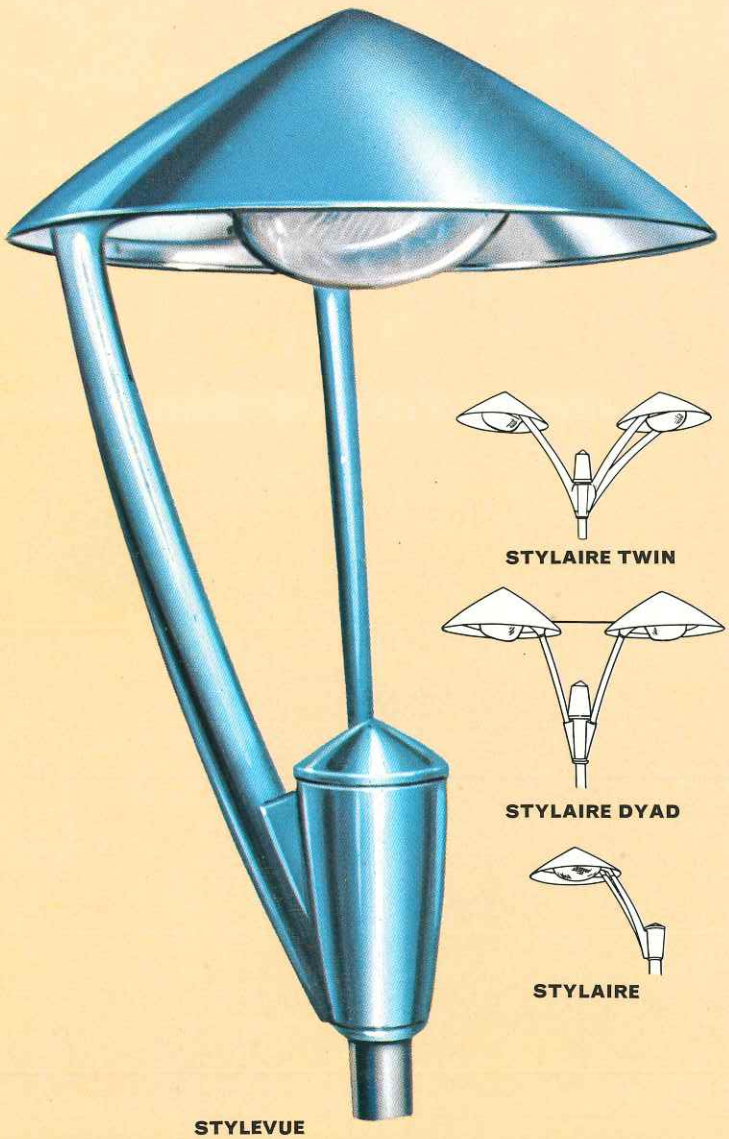


TURN PAGE

GET BETTER LOOKING, BETTER

FOR SHOPPING CENTERS, PARKING AREAS, STREETS, HIGHWAYS, AIRPORTS, AMUSEMENT PARKS, AND LARGE OUTDOOR AREAS

STYLED MERCURY™ (High Intensity Lighting)



STYLEVUE

STYLAIRE TWIN

STYLAIRE DYAD

STYLAIRE

You get graceful, elegant beauty for your lighting job from the styling of this distinctive line. And you get overall economy because high intensity means fewer poles, less wiring, less space. You have the freedom of choice by selecting from four distinct styles and eight smart colors or natural aluminum.

SPECIFICATIONS: 400, 700 and 1000-watt clear or color improved mercury lamps; constant-wattage or reactor ballasts; IES types II, III and IV light patterns; photocontrol, mounts on all standard poles.

FOR PARKING AREAS, SHOPPING CENTERS, RECREATIONAL AREAS, PARKS, STREETS, HIGHWAYS

STYLEKING™ (Medium Intensity Lighting)

STYLEKING D

STYLEKING B

STYLEKING G

STYLEKING E

STYLEKING C

STYLEKING A

Add just the right touch of beauty and have quality lighting for your next job. Also get ease of application from the amazing versatility of the wide-range of lamp sizes. Get just the right effect for your architectural decor by choosing from six distinct top reflectors. Also convert an old, inefficient, costly system easily and economically. Select just the right color; choose from eight dynamic tones and natural aluminum.

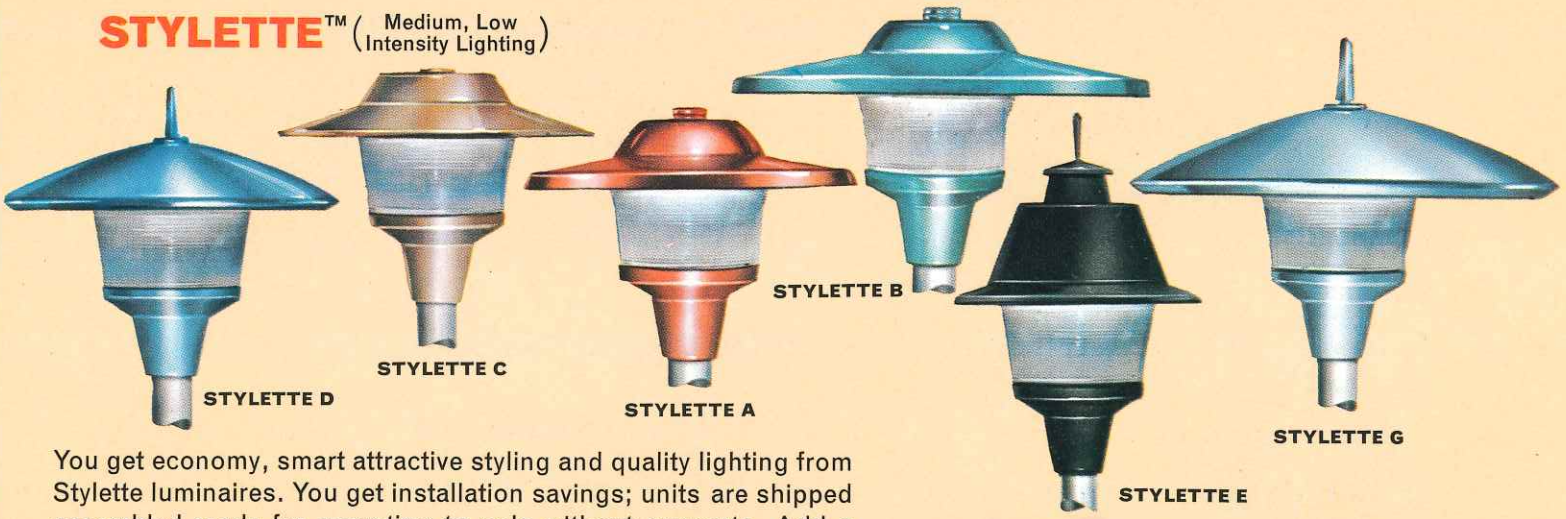
SPECIFICATIONS: through 400-watt mercury lamps; through 620-watt incandescent lamps; constant-wattage or reactor ballasts; IES types I, II, III, IV, V, II-4-way and I-1-way light patterns; photocontrol; 3- or 7-in. base mounts on all standard poles.

LIGHTING FROM LINE MATERIAL

The World's Most Copied Line of Outdoor Lighting

FOR POOLS, DRIVEWAYS, PORCHES, WALKWAYS, PARKS, RECREATIONAL AREAS, MOTELS, SCHOOLS, CHURCHES

STYLETTE™ (Medium, Low Intensity Lighting)



You get economy, smart attractive styling and quality lighting from Stylette luminaires. You get installation savings; units are shipped assembled ready for mounting to pole without supports. Add a touch of elegance to complement your design by selecting from six smartly styled units. And choose from eight decorator colors or natural aluminum.

SPECIFICATIONS: through 405-watt incandescent lamps; IES types I, II, III, IV, V, II-4-way, I-1-way light patterns, photocontrol, mounts directly to 3-in. standard poles or available for wall mounting.

FOR WALKS, DRIVEWAYS, RESIDENCES, BUILDING ENTRANCES, MOTELS, CHURCHES, SCHOOLS, GARDENS, PATIOS

LAWN-GLO® (Low Intensity Lighting)

TRADITIONAL WALLMOUNT

TRADITIONAL

Traditional Lawn-Glo adds just the right traditional touch with this authentic whale-oil lamp reproduction. Get glare-free light from plastic refractor side panels; in black or white with roof and finial of gold.

SPECIFICATIONS: through 150-watt incandescent or 100-watt mercury lamps; standard 3 in. mounting.

Contemporary Lawn-Glo adds smart, modern styling and complements your architectural motif. Provides a modern touch to soft functional lighting. Choose from eight smart colors and natural aluminum.

SPECIFICATIONS: through 150-watt incandescent lamps; plastic no-glare globes; standard 2-in. or 3-in. mounting.

ADD THE BEAUTY OF COLOR

Styled Mercury, StyleKing, Stylette and Contemporary Lawn-Glo luminaires are available in these colors.

GET EFFICIENCY, QUALITY, ECONOMY

You get vision-engineered, maximum efficiency lighting from all L-M Luminaires. Light is directed to the area you select. There is no glare, no wasted light.

You'll have years of trouble-free, low maintenance lighting from all L-M luminaires. Longer lasting beauty and long life from corrosion-resistant aluminum construction; no internal rusting, luminaires are gasketed against the entrance of moisture and dirt.

You realize savings and economy in the over-all cost of your lighting. Low-cost installation from standard easy-mount bases and easy accessible wiring. Low-cost maintenance from easy access interiors; relamping and cleaning is simple, fast.

LINE MATERIAL® Industries

McGRAW EDISON COMPANY

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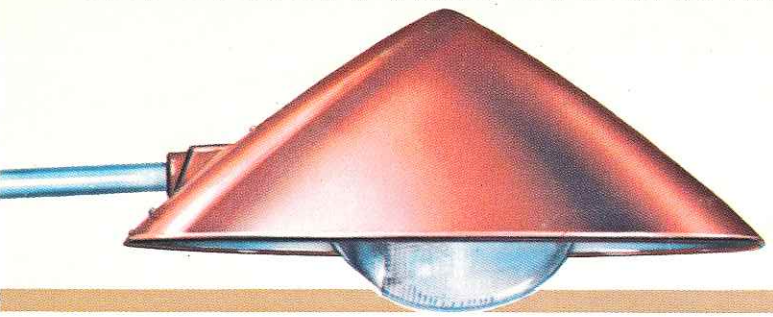
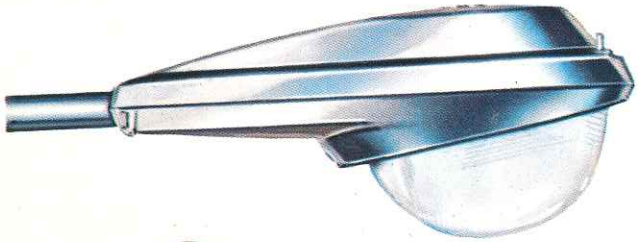
NEMA MEMBER

GET BEAUTY AND STYLING IN SUPPORT-MOUNTED LIGHTING



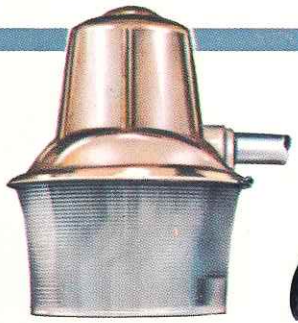
STYLESHIELD™ (High Intensity Lighting) You can add beauty and esthetic styling to your existing lighting by a simple conversion with L-M's horizontal Styleshield. You can have the added element of grace for streets, highways and all outdoor areas with this fixture, the horizontal version of L-M's now famous Styled Mercury luminaires. You also have a choice of eight colors and natural aluminum.

SPECIFICATIONS: 400, 700 and 1000-watt clear or color corrected mercury lamps; IES types II, III and IV light patterns; photocontrol; 2-in. slipfitter support clamp.



UNISTYLE™ (Medium Intensity Lighting) Add a modern touch to streets, highways, parking areas and other medium intensity outdoor lighting with L-M's modern Unistyle.

SPECIFICATIONS: 100, 175, 250 and 400-watt mercury lamps; internally mounted constant-wattage, high reactance, reactor or constant-current ballast; IES types II, II-4-way, and III light patterns; photocontrol; slipfitter clamps fit 1¼ or 2 in. supports.



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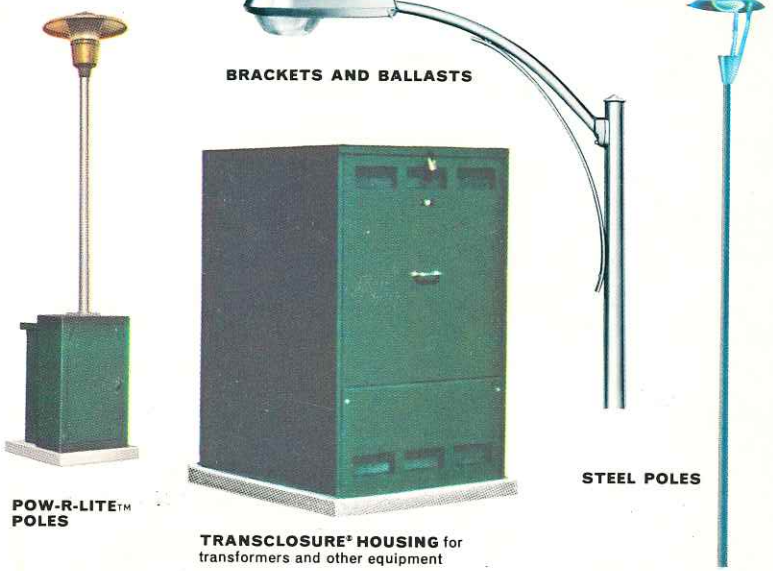
STYLED SUBURBANAIRE™ (Medium Intensity Lighting) Get economy and attractive styling for residential streets, drives, parking areas and most commercial applications. And choose from eight colors or natural aluminum.

SPECIFICATIONS: 100, 175, 250 or 400-watt mercury through 620 watt incandescent lamps; internal reactance or high-reactance ballasts; IES types I, I-1-way, II, II-4-way, III, IV, and V light patterns; photocontrol; 1¼-in. supports.

GET COMPLETE EQUIPMENT, SERVICE AND APPLICATION ASSISTANCE FROM ONE SOURCE

—your authorized L-M distributor

You have no problems of coordinating your lighting job when you select L-M equipment. You can get luminaires, ballasts, poles, brackets, lamps, wiring and complete equipment for power supplies from your Authorized L-M Distributor. Even Pow-R-Lite poles, with built-in transformers—Transclosure housing for transformers or control equipment—fibre conduit—electrical construction material—are all available. You also get service and application engineering. Your Authorized L-M Distributor is backed up by an L-M Field Engineer and an L-M Lighting Engineer. This lighting team is anxious to help you.



POW-R-LITE™ POLES

TRANSCLOSURE® HOUSING for transformers and other equipment

PATENT OFFICE
JUN 23 1964
DIVISIONS 81 & 82

RETURN TO
SIGN DIV.